1.   (currently amended)   A method for storing Internet advertisements at a user computer, comprising the acts of:

receiving plural Internet advertisements, at least some advertisements including respective tags;

saving at least plural advertisements at the user computer at least partially based on the tags;

allowing a user to access saved advertisements in an advertising history window displaying Internet content composed only of advertisements; and

allowing a user to filter previously displayed advertisements, so that only advertisements corresponding to one or more user selected attributes are eligible for display;

wherein the saved advertisements include at least one link to a website and the method further comprises:

recalling a saved advertisement, the saved advertisement having at least one link to a website; and

accessing the website from the saved advertisement when the link is toggled.

2.   (original) The method of Claim 1, wherein the tag is a Hypertext Markup Language (HTML) tag.

3.   (original) The method of Claim 1, further comprising the act of:

displaying a button; and

in response to the button being toggled, displaying the saved advertisement.

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4.   (original) The method of Claim 3, wherein plural advertisements are saved and the method further comprises:

allowing the user scroll through the saved advertisements.

5.   (canceled).

6.   (previously presented) The method of Claim 1, further comprising the acts of:

displaying a previous button in the advertising window;

displaying a next button in the advertising window; and

accessing saved advertisements when the previous button and next button are toggled.

7.   (currently amended)   A system for saving at least one Internet advertisement at a user computer comprising:

at least one Web server;

at least one database connected to the server, the database storing plural Internet advertisements, at least one advertisement including a tag; and

at least one user computer connected to the server via an Internet connection, the server transmitting the Internet advertisements to the user computer, the user computer including a program for saving at least one Internet advertisement at least partially based on the tag, the program displaying saved advertisements in an advertisement window such that a user may select a saved advertisement from the window for display on the user computer;

wherein the saved advertisements include at least one link to a website and the program further comprises:

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logic means for recalling a saved advertisement, the saved advertisement having at least one link to a website; and

logic means for accessing the website from the saved advertisement when the link is toggled.

8. (original) The system of Claim 7, wherein the program includes:

logic means for receiving plural Internet advertisements; and

logic means for saving at least one advertisement at the user computer.

9. (original) The system of Claim 7, wherein the tag is a Hypertext Markup Language (HTML) tag.

10. (original) The system of Claim 8, wherein the program further comprises:

logic means for displaying a button; and

logic means for displaying the saved advertisement in response to the button being toggled.

11. (original) The system of Claim 10, wherein plural advertisements are saved and the program further comprises:

logic means for allowing the user scroll through the saved advertisements.

12. (canceled).

13. (original) The system of Claim 8, wherein the program further comprises:

logic means for displaying a previous button;

logic means for displaying a next button; and

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logic means for accessing saved advertisements when the previous button and next

button are toggled.

14.   (currently amended)   A computer program device, comprising:

a computer readable means having logic means for storing at least one Internet advertisement,

comprising:

logic means for receiving plural Internet advertisements bearing tags, at least one

advertisement including at least one link to at least one Web site; and

logic means for saving advertisements at the user computer at least partially based

on the tags; and

means for allowing a user to select saved advertisements in an advertisement history window

displaying Internet content composed only of advertisements;

means for recalling at least one advertisement; and

means for accessing the website from the saved advertisement when the link is toggled.

15.   (original) The computer program device of Claim 14, wherein the tag is a Hypertext

Markup Language (HTML) tag.

16.   (original) The computer program device of Claim 14, wherein the computer readable

means further comprises:

logic means for displaying a button; and

logic means for displaying the saved advertisement in response to the button being

toggled.

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17. (original) The computer program device of Claim 16, wherein plural advertisements are saved and the computer readable means further comprises:

logic means for allowing the user scroll through the saved advertisements.

18. (original) The computer program device of Claim 16, wherein the saved advertisements include at least one link to a website and the computer readable means further comprises:

logic means for receiving plural Internet advertisements, at least one advertisement including a tag; and

logic means for saving at least one advertisement at the user computer at least partially based on the tag.

19. (original) The computer program device of Claim 14, wherein the computer readable means further comprises:

logic means for displaying a previous button;

logic means for displaying a next button; and

logic means for accessing saved advertisements when the previous button and next button are toggled.

20-22. (canceled).

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